

# USDA Ag Outlook Forum

The Next Generation of Farmers

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# Today's Pork Industry

- **Increased demand - domestic and export**
  - Home
  - Abroad
  - Key Drivers
  - Rapid employment of production technology
    - Productivity Growth
    - Scale
    - People
- **Increasing pressures from outside interests**
  - **Cost Structure**
    - Environmental
    - Animal Welfare
    - Community Resistance
- **Disproportionate investment into packing**
  - Great, Short Term
  - Long Term, Increase Exports

# Today's Pork Industry

- **Production consolidation**
  - Acquisitions
  - Human talent
  - Changing dynamics of value chain
- **Shortening of value chain (producer getting closer to consumer)**
  - Aligning
  - Unique relationships
  - Capture / Add Value
- **Alignment of value chain**
  - Producers are the critical link
  - Maximum consumer value
  - Toll to participate in changing “chain”

# Core Values

## *WHEREAS,*

1. Our most important assets are our employees and production partners. We respect each individual, and are committed to training, communicating, and empowering them for success.
2. We believe in the family farm and are committed to hard work, ensuring the well-being of our animals, and stewardship of environmental resources.
3. We are dedicated to innovation and continued progress. We will invest in production technology, use sound information for decisions, and boldly face the challenges we encounter.
4. We value our relationship with our customers and are committed to providing a product that exceeds their expectations.

## *THEREFORE,*

**We will be the industry's most efficient operator as a result of the success of our people, their commitment to the family farm and our ability to innovate and champion change.**

# Senior Leadership Team

**Ken Maschhoff,**  
*Chief Executive Officer*

**Dave Maschhoff,**  
*Chief Operating Officer*

## Production Mgt Team

**Jason Logsdon**  
*Chief  
Financial Officer*

**Julie Maschhoff**  
*Director of  
Public  
Relations*

**Bradley Wolter, PhD**  
*Director of Production  
Technology*

**Steve Quick**  
*Director of  
Production  
Operations*

**Jim Lowe, DVM**  
*Director of Health  
and Production  
Services*

**Accounting  
Finance  
Risk Management  
Info Systems  
Transportation**

**Public Relations  
Human Resources**

**W/F Production  
Genetic Services  
Nutritional Services  
Environmental Services  
Technical Services**

**W/F Production  
Pig Placement  
Pig Facilities**

**Sow Production  
Health Services**

# Today's TMI: Keys to Success

- Family Ownership and Values
- 250 Family Production Partners –IL,IA, IN
- 400 employees—commitment to excellence
- Leveraging R & D and production protocols
- Unique partnerships with key suppliers
- Critical, strategic link in the customer value chain

# Operations Overview

- **Sow Production**
  - 115,600 sows in breed-to-wean units
- **Annual Market Hog Production**
  - 1,850,000 pigs
  - 560,000 wean-to-finish spaces
  - 345,000 conventional finishing spaces
- **Annual Feeder Hog Production**
  - 400,000 pigs
  - 150,000 nursery spaces

# Maschhoff Business Philosophy

- 1. Invest in human resources**
- 2. Maintain strong work ethic and pride in ownership**
- 3. Make information based decisions**
- 4. Embrace and develop new technology**
- 5. Emphasize communication, among:**
  - **Employees/ Partners**
  - **Suppliers and Customers**
  - **Consuming Public**



# Exceed Customer Expectations

- Farm to Fork Focus
- Product Specifications
- Value Added Processes
- Pork Quality Assurance
- Swine Welfare Assurance

# **Technical Based Decisions – A Systems Approach**

- **Application of genetic technology**
- **Facility design and management**
- **Nutrition management**
- **Growth performance optimization**
- **Health protocol**
- **Odor and manure management**
- **Pork quality**

# Systems Approach to Pork Production



**Quality Feed Inputs**



**Environmental Stewardship**



**Family Values**



**Quality Animals**



**Modern Facilities**

